

PROJECT SALES MANAGER

Job Title: Project Sales Manager

Operating Company: Berkeley Capital

Department: Sales & Marketing

Report to: Regional Sales Manager

Our Company

The Berkeley Group builds homes and communities in London, the south of England and Birmingham. We are made up of six autonomous companies: Berkeley, St Edward, St George, St James, St William and St Joseph. We are publicly-owned and listed on the London Stock Exchange as a FTSE100 company. Each company has its own operational management that has specialist knowledge, local understanding and expertise. All are devoted to the same ideals; creating new homes and supporting local communities in which they work.

Berkeley
Designed for life

St Edward
Designed for life

St George
Designed for life

St James
Designed for life

St William
Designed for life

St Joseph
Designed for life

Your Career

There are many opportunities to grow and progress your career. We are focused on building and developing the progression of our staff, ensuring we are securing the best skills for your future.

Our Vision is to be a world-class business, defined by the quality of the places we create, generating long-term value and having a positive impact on society. One of our five focus areas within Our Vision concentrates on Our People. It is important that we support our staff to develop highly skilled teams that work together in a safe, healthy and supportive environment and contribute to wider society. Our culture and values are what defines the way we work and speak to each other, by having integrity, passion in what we do and the impact we make, respecting one another, thinking creatively to find solutions for every situation and ensuring that we deliver excellence through attention to detail in everything we do.

Two thirds of our Directors are promoted from within the business. We hold the accreditation from Investors in People (IIP) which recognises our standards of people management, developing staff progression through programmes such as our Talent Management and Leadership Programmes.

Our Values



Location

- Project Based working
- One months' notice will be given should the normal work place change to another location
- Required to work weekends with the exception of 2 weekend days per month should the rota permit
- Office hours include bank holidays, if the Project Sales Manager works on a bank holiday a Lieu day is given to use 6 weeks after the bank holiday (lieu days are to be taken after the worked bank holiday)

Primary Function

To lead the sales team and manage the sales activity across the development, devising and implementing a sales strategy in order to achieve profitable sales, through a competent sales team and supporting agents and provide reports and presentations to the senior management team as and when required. The Development Sales Manager will also need to be innovative and forward plan in order to maintain high sales rates.

Responsibilities & Accountabilities

Responsibilities

- Appraising, training, motivating, empowering and personal development of the development sales team to achieve the sales rates
- Identifying training requirements and organising extra training for the team
- Working with Marketing Manager to drive all sales strategies and complete, devising innovative ideas whilst supporting data behind ideas
- To chair sales and marketing weekly meeting to generate and promote new ideas and incentives
- Update board reports monthly including the detailed sales sheets
- Update MPR documents monthly and present when required
- Create and present monthly S&M presentation
- Create and present quarterly pricing strategy and follow up with ideas
- When required attend project sales meeting to represent sales and marketing
- When required conduct viewings, virtual viewings and agent viewings
- Facilitate Overseas office & China Team viewings where applicable
- To generate potential sales leads in addition to those created by marketing activity
- To ensure the team progress new reservations to exchange – obtaining Anti Money Laundering documents and constantly liaising with solicitors
- To manage the threat of sales cancellations and minimise the cancellation rates as much as possible
- To ensure the senior sales consultant is effectively managing the developments C360 to optimise sales opportunities
- To make sure the sales teams are picking up new enquiries and sending relevant and detailed information, if required the development sales manager should also pick up new enquires
- Create a productive harmonious sales environment and developing team members with a planful approach and effective delegation
- Nurturing or implementing new ideas and working practices within a team and aligning team members to business goals, translating into operational objectives
- Regularly speak with agents to discuss and seek new ideas on how the development can be promoted
- To create Sales and Marketing tools i.e. plot of the week, factsheets, FAQ video, Investor videos
- To drive new ideas for sales videos to promote & pitch their development for use on the all-digital marketing platforms with the assistance of the marketing team and review prior to sign off
- Regular soft promotion of development on LinkedIn and other social media platforms (where applicable)

Customer Journey

- To open show apartments and check they are presenting well
- To facilitate all directors' tours and ensure actions are followed up in a timely manner
- To ensure the marketing suite is presenting well, and replenish collateral
- To ensure that the sales office meets all health and safety requirements
- To manage the presentation of the sales areas to the highest standard
- To coordinate cleaning, window cleaning, floral displays, and instruct works for snagging the marketing suite

Comply with Departmental processes, procedures and reporting

- To effectively manage all sales administration in order to ensure correct reporting is provided
- To ensure the content within the board reports, MPR documents, S&M presentation and pricing strategy is presented correctly, containing relevant information
- To make sure the senior sales consultant is managing the below correctly
 - Daily report / Weekly Report
 - Details of Reservation paperwork
 - C360
 - SharePoint Tracker
 - Reservation deposit spreadsheet
 - Price release requests
 - PEPI

- To make sure the sales teams are researching the marketplace and use the data to familiarise with unique selling points in order to sell above the competition
- To make sure the below are correct prior to a new launch:
 - Brochure / Factsheet
 - Contracts
 - Conveyance plans
 - MHP
 - Reservation forms
 - Pricelist
- Liaising with the Commercial, Technical and Build Teams to ensure effective flow of information and new phase/launch set up
- To correctly delegate responsibilities when updating the comprehensive sales report and market research document quarterly. The development sales manager should also review and sign off prior to distribution
- To generate and send offers when required
- To add sales incentive and purchaser extras to the PEPI system
- To generate and send offers to management
- Update all sales collateral and related documents such as price lists, web plot release and auditing the website, and updating of interactive systems
- To take reservation fee's and issue reservation paperwork when required
- To ensure the sales team are sending reservation letters and My Home Plus activation links when required
- To ensure the sales teams are signing clients up to My Homes Plus to ensure the sign-up rate is 100% when required
- Process offers on C360 when required
- Update Sales forecast tracker weekly when required
- Send Sunday snap shot to director weekly when required
- Other adhoc presentations/reports such as:
 - Layout meetings
 - Lessons learnt presentations
 - General presentations on marketing collateral + adhoc research / meeting preparation

Personal Development

- To agree within the first 6 months a personal development plan, setting out SMART objectives and goals
- 1-2-1 with manager to be carried out weekly

Core Competencies

- **DEVELOPING PEOPLE**- Demonstrates a genuine interest in coaching and developing others in order to improve performance and promoting further training for the team as required
- **INVOLVING PEOPLE**- Encourages the contribution of others and takes their views into account
- **MANAGING RELATIONSHIPS**- Builds and maintains good relationships with customers and colleagues by adopting the most appropriate approach to deal with people and situations
- **INFLUENCING OTHERS** - Influences others using rational arguments. Identifies basis for compromise and reaches agreement
- **COMMUNICATION** - Conveys accurate information effectively using the most appropriate methods to reflect the needs of the audience and ensure mutual understanding
- **TEAM RESULTS** - Sets clear and challenging objectives, inspiring and encouraging high performance in teams and individuals. Reviews progress achieved, publicly and privately recognising achievement
- **SELF CONTROL**- Performs effectively by keeping emotions under control, particularly in stressful and difficult situations
- **PERSONAL ORGANISATION**- Efficient in one's use of time and works in a well-structured way
- **DETERMINATION**- Demonstrates repeated effort over a period of time, overcoming obstacles in order to achieve a goal
- **ADAPTABILITY**- Responds positively to changing business circumstances and readily adapts behaviour to maintain effective performance

- STRATEGIC APPROACH- Understands the long-term direction of Vision 2030 and can relate this to one's own business area

Experience

- 5+ years' experience in a customer facing sales role, property background required
- Managerial experience required, managing people and developments
- Experience of similar residential schemes is preferred.
- IT literate with using Microsoft office, Outlook, Excel.
- Comfortable with conducting and creating overseas updates and briefings

Divisional & Department Objectives

- Ensure the sales team and themselves gain mystery shop scores above the Group standards of 85% and continue the promotion of standards
- Deliver world class customer service measured through the Net Promoter Score (NPS) of 70+, with a target to strive for of 80+
- To maintain sales targets on the project in accordance with the business forecast and budget
- Delivering high quality results with strong attention to detail
- Managing a demanding workload and showing resilience
- Putting Customers at the heart of our decisions
- Adopting new working practices or ideas
- To ensure compliance with Sales Department processes, procedures and reporting
- Adhere to Group Health and Safety standards
- Act in accordance with company Culture and Values of 'Our Vision' commitment to be a World Class Business generating long-term value by creating successful, sustainable places where people aspire to live

Person Specification

- Excellent communication, pervasive, positive attitude and personally presentable
- To maintain strong project administration and organisational skills being efficient with diary and time management operating in a structured approach
- To maintain excellent IT skills and familiarisation with Project Document Management administration & the Sales Database in order to train others
- Demonstrates compassion and consideration for others, forming mutual trust and professional respect.
- To actively promote collaborative working to achieve best practice engagement across the entire team.
- Builds and maintains effective networks both internally and externally to form mutually beneficial relationships whilst developing skills to manage expectations.
- To be self-driven with a willingness to learn, adopting a 'can do' mentality and work ethic.
- To operate with a 'one team' approach demonstrating flexible engagement with internal and external customers operating in collaboration with the project team.
- To adopt Pragmatic / common sense approach demonstrating a sense of ownership at all times.
- To operate with consistent effort, overcoming obstacles in order to achieve a goal.
- To convey accurate information through effective communication, using the most appropriate methods and adapting to the audience, ensuring mutual understanding.
- To perform effectively by controlling emotions when exposed to difficult situations.
- Demonstrate the highest level of professionalism at all times and with everyone you come into contact with
- Safely manage the sales arena; the sales office and all surrounding areas, show/view homes and all facilities for customers

People Manager – Capabilities							
Team Leadership Maintain team energy levels	Steer team direction Clarify business purpose and direction	Influence others Encourage ownership from colleagues and team members	Team Work Build collaboration within the team	Continuous improvement Share knowledge and experience to develop the team	Enable change Harness new ideas and make change a reality for team members	Drive performance Manage the workload of others	Ensure business viability Effectively utilise team resources

I have read, understand and agree to the above job description.

Employee Name

Signature

Date

Line Manager Name

Signature

Date